

Apps, Libraries, and the Future of Collection Development

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The goal of this presentation is to show what trends are emerging related to collection development and especially apps and mobile devices. Mobile usage is skyrocketing, but how well are libraries and their collections modifying to meet these changes and what can we do to improve? Located below are some important general statistics and facts to consider and questions to ask.

Important Statistics:

- 85% of users ages 18-29 own a mobile device
- Over 40% of users ages 18-29 say that use their device to access “educational content”
- In the past four years, American smartphone ownership has jumped from 35% to 64%
- Boopsie reports having developed apps for over 2,500 libraries
- The vast majority of contemporary article, book and video content is online
- Most newly released book/ebook titles for purchase, popular and academic, come in downloadable form viewable through an app or website if wanted
- According to comScore, “mobile apps accounted for more than half of all digital media time spent in May”

Questions:

- ❖ Does your library have a mobile app?
- ❖ What do your database vendors do to support the mobile environment? Do they have mobile friendly sites? Do they have apps? Do they work well?
- ❖ Do you talk about apps in your collection development policy?
- ❖ Have you considered some type of device lending program?
- ❖ Do you monitor or do surveys of user opinions regarding mobile usage and the library being mobile friendly?

Recommended Reading, Sites & Articles:

Mobile Users Data

Lella, A. (2015). Number of mobile-only internet users now exceeds desktop-only in the U.S. Retrieved from Comscore website: <http://www.comscore.com/Insights/Blog/Number-of-Mobile-Only-Internet-Users-Now-Exceeds-Desktop-Only-in-the-U.S>

Lipsman, A. (2014). Major mobile milestones in May: Apps now drive half of all time spent on digital. Retrieved from Comscore website: <http://www.comscore.com/Insights/Blog/Major-Mobile-Milestones-in-May-Apps-Now-Drive-Half-of-All-Time-Spent-on-Digital>

Smith, A. (2015). U.S. smartphone use in 2015. Retrieved from Pew Research Center: <http://www.pewinternet.org/2015/04/01/us-smartphone-use-in-2015/>

Mobile Apps Policy

DeRosa, A. P., & Jewell, S. T. (2014). Establishing a mobile resources collection development policy. *Journal of Electronic Resources in Medical Libraries*, 11(3), 144-154. doi:10.1080/15424065.2014.939000

Mobile Apps Related to Libraries

Arzola, R., & Havelka, S. (2015). Mobile apps in collection development: Supporting a mobile learning environment. *The Charleston Advisor*, 16(3), 43-45. doi:10.5260/chara.16.3.43

Hennig, N. (2014). Mobile apps in library programs. *Library Technology Reports*, 50(8), 18-22.

App & Tablet Lending & Buying

Douglas, V. A., & Helms, C. (2015). Adopting e-readers with a purpose: Surveying users to develop a recreational reading Kindle lending program. *College & Undergraduate Libraries*, 22(1), doi:10.1080/10691316.2014.892422

Gillum, S., & Chiplock, A. (2014). How to build successful iPad programs in health science libraries: A tale of two libraries. *Journal of Electronic Resources in Medical Libraries*, 11(1), 29-38. doi:10.1080/15424065.2014.876580

Academic App Library Guide

<http://libguides.mit.edu/apps>